

REMARKS

Applicants appreciate the Examiner's thorough review of the present application, and respectfully request reconsideration in light of the preceding amendments and the following remarks.

Claims 1-20 and 22-34 are pending in the application. The original claims have been amended where appropriate to define over the art. Claim 21 has been cancelled without prejudice or disclaimer. New claim 34 has been added to provide Applicants with the scope of protection to which they are believed entitled. The amended/new claims find solid support in the original specification and drawings. No new matter has been introduced through the foregoing amendments.

The objection to the title is believed overcome in view of the above amendments.

The *35 U.S.C. 101* rejection of claim 21 is noted. Although Applicants do not necessarily agree with the Examiner's position, claim 21 has been cancelled to specifically avoid the rejections and solely for the purpose of expediting prosecution.

The *35 U.S.C. 112, second paragraph* rejection of claim 27 is believed overcome in view of the above amendments.

The art rejections relying primarily on *WO 02/07122* are noted. The reference has been discussed in the Background Art section of the application as filed, and is believed distinguishable from the originally claimed invention. Notwithstanding, Applicants have made further changes to specifically avoid *WO 02/07122*, solely for the purpose of expediting prosecution. In particular, the independent claims are all now directed to customization of an interface device to a storage medium. In contrast, the technique disclosed in *WO 02/07122* relates to a universal remote control which can be customized to devices, such as TVs or DVD players. Thus, the presently disclosed

and claimed user interface customization is media-oriented whereas the customization disclosed in *WO 02/07122* is device-oriented. Accordingly, Applicants respectfully submit that the claimed invention is patentable over the applied art of record.

As to claim 25, Applicants respectfully submit that the text and graphic taught by *Allport* are considered, at best, as virtual symbols which are not readable on the claimed symbols which are permanent and printed on the interface device. *See* claim 24 from which claim 25 depends. Therefore, even if *Allport* was properly combinable with *WO 02/07122*, which Applicants contend to the contrary, the resulting remote control would still include the virtual symbols of *Allport*, rather than the claimed permanent and printed symbols. Claim 25, as well as new claim 34 depending therefrom, are thus patentable on their own merits.

As to claims 26-27, the universal remote control of *WO 02/07122* is bulky and is not of the type that can be directly printed on. *See, e.g.,* FIGs. 8-9 of *WO 02/07122*. Therefore, the smartcard printing technique of the *DE* teaching reference cannot be properly used to directly print symbols on the *WO 02/07122* remote control, lacking at least a reasonable expectation of success. Claims 26-27 are thus patentable on their own merits.

Each of the Examiner's rejections has been traversed. Accordingly, Applicants respectfully submit that all claims are now in condition for allowance. Early and favorable indication of allowance is courteously solicited.

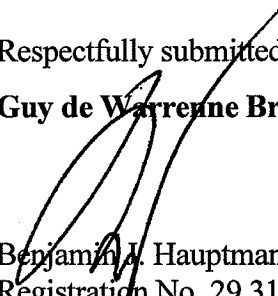
The Examiner is invited to telephone the undersigned, Applicant's attorney of record, to facilitate advancement of the present application.

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Respectfully submitted,

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